

As from 1st March, 1960



introduce

NEW HEAT SEALED

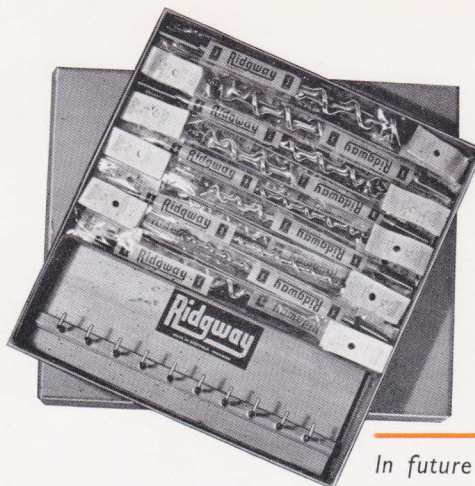
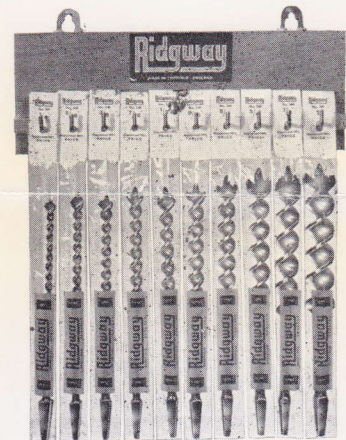
**ESSAPACK**

for Nos. 220 and 240 Auger Bits  
sizes up to and including 1"

- ★ Heat Sealed, affording complete protection to Bit—no deterioration in stock.
- ★ Cutting Head of Bit protected by strippable wax—easily removed.
- ★ Clearly labelled with size and catalogue number, with provision for price—no mistakes over the counter.
- ★ Very attractive appearance and easy to display in shop or window—Dispenser unit, Pegboard, etc.
- ★ Strength and toughness of **ESSAPACK** facilitates immediate "over counter" sales—no further wrapping necessary.

**FREE**

This attractive, durable, compact, easy to put up Polished Beechwood Dispenser Unit FREE to stockists of Ridgway Bits.



To facilitate the introduction of the new **ESSAPACK** presentation we offer the Dispenser Pack as illustrated which contains:

- 1 Dispenser Unit—free of charge.
- 6 only each  $\frac{1}{4}$ ",  $\frac{5}{16}$ ",  $\frac{3}{8}$ ",  $\frac{7}{16}$ ",  $\frac{1}{2}$ ",  $\frac{5}{8}$ ",  $\frac{3}{4}$ ".
- 3 only each  $\frac{9}{16}$ ",  $\frac{7}{8}$ ", 1".

(a total of  $4\frac{1}{4}$  dozen Bits at usual prices—no extra charge of any kind).

In future all supplies of No. 220 Solid Centre Auger Bits and No. 240 Jennings pattern Auger Bits in sizes up to and including 1" will be in **ESSAPACK** whether in Dispenser Pack or usual one dozen box.

Manufacturers:

**William Ridgway & Sons Ltd., Oscar Works, Meadow Street, Sheffield 3.**

Phone 22138.